

## **ABSTRACT**

*Title: Perancangan Produk untuk Meningkatkan Interaksi Sosial Nyata yang Dipengaruhi oleh Perkembangan Teknologi Informasi di Dalam Ruang Publik. (Studi Kasus: Kafe Bober di Bandung)*

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Humans are social living organisms. The term social refers to the interaction of humans with other humans and to their collective co-existence. Information Technology development affects the way humans interact, in this era, the demand of instant information, communication is high. Humans communicate through internet by smartphones and gadgets.

The frequency of socialising virtually makes people interact to other people in the real world less. Humans tend to use their tablets, smartphones, or other gadgets when they are together. This social problematic can turn humans to be unaware of people around them and have lack of social skills.

I make observations, interviews, and analyse them afterwards to find solution. Gadget-involving pinball table is designed to distract people from using their smartphones and interact with each other instead. It is built with terms and considerations in order to attract people who gather in cafe to interact.